

Farm land scarce on Golan Heights

By DAVID SLAV
Jerusalem Post Reporter

LIBERALS — The agricultural potential of the Golan Heights is less than was first thought, mainly because of the scarcity of land suitable for cultivation and because of the scanty water resources. This was stated by experts on Monday at Kibbutz Ayelet Hashahar at a press conference reviewing five years of work in the Golan.

The regional director of the Housing Ministry in the north, Engineer Aharon Stern, said that since 1967 11,000 m. had been invested in building houses and roads and in electrification. Nine of the Golan's 18 settlements would move into permanent homes next month, another two at the end of the year and the others in 1973. All the settlements would be linked to the national power grid by December.

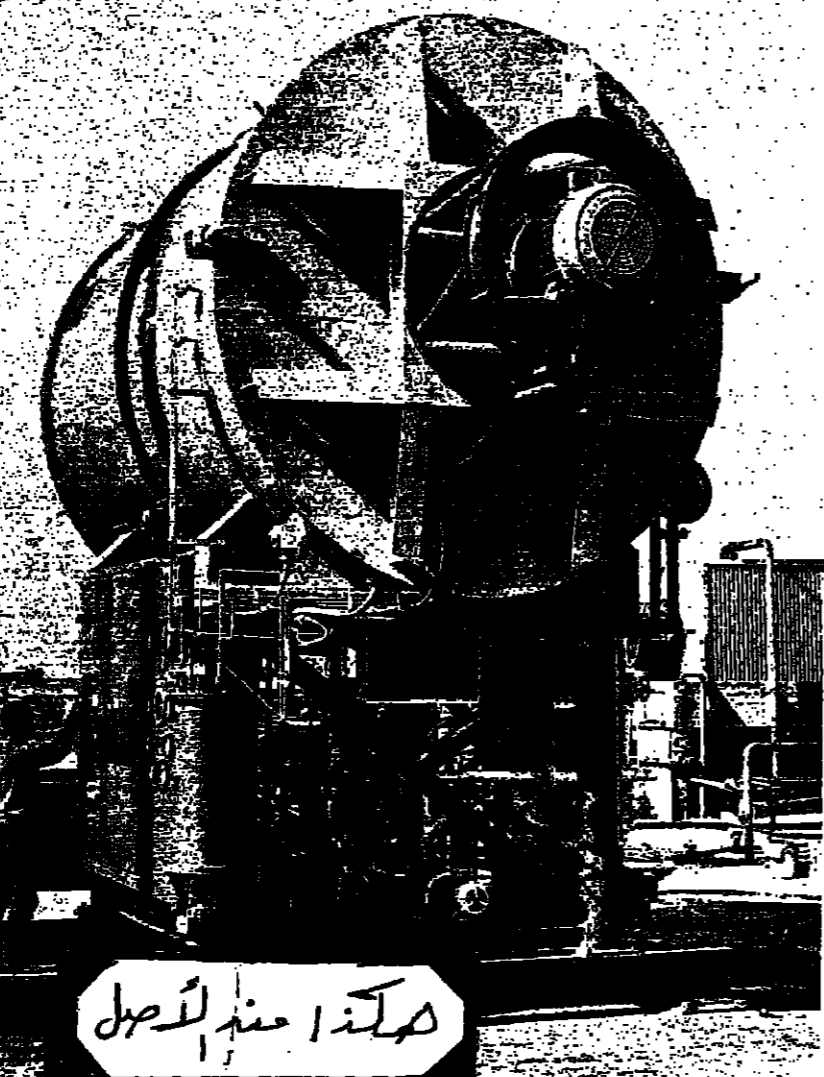
The director of the Jewish Agency's settlement department in the Galilee, Yaakov Arad, said that although the high hopes set on the agricultural potential in the Golan had not been fulfilled, 70,000 out of a total of 12m. dunams could be turned into satisfactory farm land. About 400,000 dunams were unfit for any use except as pasture land for the raising of beef cattle. All the rest would gradually be reclaimed and made arable. Every settlement would thus get about 4,500 dunams to farm.

Water resources too had been a disappointment and 60 per cent of the settlers' needs would have to be met by pumping water from the Kinneret. When the settlement plans were completed, the Golan would sustain a population of 11,000. Industrialization would have to make up for the shortage of fertile land and water.

Pasture land
The J.N.F.'s development department head in the north, Meir Shamir, said that pasture land would be reclaimed jointly by the Ministry of Agriculture and the J.N.F. on the 400,000 dunams in central Golan where no other cultivation was worth while. In the past four years the J.N.F. had invested 45,000 dunams at a cost of 11.1m. and another 36,000 dunams would be made fit for farming at a cost of 11.2m. The J.N.F. had built 123 km. of roads and would build another 185 km. by 1975, at a total cost of 11.8m. Water projects, mainly drainage and reservoir construction, would need an investment of nearly 11.7m. by 1975. So far, 142,000 trees had been planted and another 500,000 would follow in the next four years.

The "oldest" settlement in the Golan is Merom Golan, where the Golan Heights Regional Council, Yehuda Khar'el, reported that after five years his kibbutz had achieved an annual gross income of 11.5m. from farming and operating several quarries which yielded volcanic material useful for prefabricated building. The kibbutz has several hundred members, many of them from towns unaffiliated with any of the kibbutz movements and newcomers from Western countries.

Business and Finance



Israel occupies a leading place in research and development of desalination plants and a local company, Israel Desalination Engineering, supplies units to many parts of the world. Here a unit with a daily capacity of 100 cubic metres is tested before being loaded for export to Spain.

Present exchange rate 'realistic'—Horowitz

POST Economic Correspondent

The present price of the Israeli pound — \$1 — can be bought for 2.20 — is realistic and will not need to be changed in the foreseeable future, said David Horowitz, the former Governor of the Bank of Israel, at a recent luncheon of the Israel Management Centre. The recent floating of the pound sterling is only an episode in the various measures and countermeasures taken by many countries, he felt.

Mr. Horowitz said that monetary policy has become pragmatic. Theories are cast aside, and finance ministers move step by step, dictating to-by developments rather than being dictated to. He predicted that ultimately, after a year or two of consultations, trial and error adjustments and floating periods, there would be a middle-of-the-road solution of less rigidly fixed parities, with wider possibilities of daily fluctuations. A worldwide system of floating rates was unlikely, but it was possible that special drawing rights — the so-called paper gold — would play an increasing part in the world currencies reserves.

Most probably, he thought, the world would move moneywise into five major blocs: the United States, the Soviet Bloc, the Common Market, Japan, and the rest of the world. Within the blocs, the rate would be more rigid, with the currencies of the Common Market countries, for example, moving among themselves within narrow limits — the "snake in the tunnel" — but with more freedom of change in relation to the outside world.

No decision in this field could be expected, however, before the American elections in November, and Mr. Horowitz predicted that the discussions and deliberations would take at least another year.

J.V.

MID-EAST OIL STILL VITAL FOR RUSSIANS

By MOSHE ATZER
POST Economic Editor

WHILE Middle East politics has been making headlines, little enough attention has been paid to Middle East oil, though dramatic developments have been going on there too. It is hardly pure chance that the decline of the Soviet Union's alliance with Egypt has followed so close on the heels of its honeymoon with Iraq, which led to the abrupt takeover of the I.P.C. concession. Whatever the ultimate fate of the Soviet military bases west of Suez, Moscow is unlikely to give up its grip on the oilfields closest to its southern border, oilfields already explored, easy to develop, and endowed with a ready-made supply route (the pipeline via Syria) to the Mediterranean.

Russia's interest in Iraqi oil has never been openly admitted, and it was left to the French Compagnie de Petrole to breach the united front of the oil companies, to make a deal with the Iraq Government, and to act as a mediator between it and the I.P.C. But observers pointed out long ago that, unless the Soviet Union succeeds in developing its Siberian oil resources much more rapidly, it will have no alternative but to turn to the Middle East. Russia's oil output is now running at about 350m. tons a year, of which 50m. tons is committed for export to its Comcon partners in Eastern Europe, leaving too little for the soaring home demand.

Eagerness

Evidence of Russia's eagerness to get things moving in the remote and frozen Tyumen oilfields is its readiness to enter into partnership on a gigantic scale with Japanese firms, and by a recent agreement for scientific and technical cooperation with Occidental Petroleum, which, however, is unlikely to produce major results. Iraq's 75m-ton oil export — which could easily be increased — may in these circumstances prove of crucial importance.

On the other hand, it is becoming increasingly apparent that Iraq's takeover, while it may turn to be a boon to the Russians, has been a body-blow to the Organization of Petroleum Exporting Countries. Opec's gradualist strategy was aimed at an ultimate partnership between the host governments and the oil companies, with the former, as the partners, participating in the latter's "downstream" profits.

Even before the companies had time to recover from their I.P.C. shock, a radical step was taken by Opec's own leader, the Shah of Iran, who denounced the group's previous policy and proclaimed his own readiness to cooperate with the oil companies without pressing for outright participation. Instead of asking for a share in the companies' profits from the sale of their processed products, the Shah said Iran would prefer a long-term agreement safeguarding the price it gets for its crude oil in terms of international purchasing power, and allowing it to retain a bigger quota of its own crude oil output in kind.

The Shah suggested that, after 1975, when the present agreement ends, the oil price should be based on a commodity basket produced by industrial countries (on which a most of the oil proceeds will eventually be spent), an idea reminiscent of the one canvassed by Mendes-France at the recent Unctad conference. As to the additional quota of crude oil, the intention seems to be to provide a basis for a local refining and chemical industry.

With both Iraq and Iran not playing any more, though for different reasons, what will happen now is a matter for speculation. A straw in the wind is the changing attitude of the oil companies to oil. With so many risks involved, and

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Dutch building methods used in Kiryat Ono

Jerusalem Post Economic Reporter

New techniques that cut building time considerably are to be used in Israel for the first time at Kiryat Ono, where the Ministry of Housing has commissioned 200 three-roomed flats to be constructed according to the methods developed in Holland by G. Versteeg, of the Nunspeet firm of N.V. Aarding.

Together with the Netherlands-Israel Investment Co., Mr. Versteeg has set up the Holland-Israel Building and Engineering Co. — HIBEC — in Tel Aviv to sell Dutch building know-how. The first local company to enter the field is the well-known building and developing firm GAD, which is hoping to prove that the HIBEC techniques will enable it to complete the blocks at Kiryat Ono in as little as nine months.

Call for abolition of tax exemption on exports

Jerusalem Post Economic Correspondent

A novel idea for promoting exports — at no extra cost to the Budget — is proposed by Professor Ze'ev Hirsch, Dean of Tel Aviv University's Graduate School of Business Administration, in the latest issue of "Ha-Taasaya," organ of the Manufacturers Association.

He suggests abolishing the tax exemption granted to approved enterprises, and using the money to give tax credits to exporters instead.

Investments would continue, he says, thanks to the loans and grants provided by the Government. But giving tax exemptions on top of that is not the best use of funds, Prof. Hirsch believes. It often encourages over-investment, and does not reward maximal utilization of existing equipment, or an optimal application of skills.

Questioned by *The Jerusalem Post*, he explained that tax rebates to industry are costing at present 11.150m. a year. Assuming that the added value of industrial exports is currently \$400m., this sum could yield a bonus of something like 35 agorot per dollar of added value. ("Less would be sufficient," he observed.)

The point is that the tax credits should be transferable. They could be shared with the workers, giving them a benefit which would attract labour to export industries at no extra wage cost. They could also be shared with "indirect exporters" — those who supply inputs (like nylon cord for tires) to the exporter proper.

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Dean Leonard J. Goldstein announced from the American office of the College at 888 Seventh Avenue in New York City that Dr. Silverman while continuing his full-time duties at the Temple will serve as chief spokesman for the College in the United States.

The American College in Jerusalem is the only four-year liberal arts, non-sectarian institution of higher learning in Israel, in which English is the language of instruction. (Adv.)

Musicians 'item' for export

Jerusalem Post Reporter

TEL AVIV. — Pianist-conductor Daniel Barenboim, the musical director of the Israel Festival, hopes that in next year's festival many Israeli musicians living in Israel or abroad will be able to perform. "Musicians have become as much an Israeli export as citrus fruit and diamonds," Mr. Barenboim remarked, speaking to the press here on Wednesday.

Though the current festival is in mid-course, Mr. Barenboim outlined the programme of the next year's events because he is due to leave in a few days for Europe and the U.S.

Already booked for the 1973 season is Pinhas Zuckerman, who will conduct the Chamber Orchestra with Yitzhak Pearlman as soloist. Alexander Tal's electronic music opera "Massada" will be performed under the direction of Gary Bertini. There will be an evening devoted to the theme "Halleluya." Stern, Rose, Istomin and Alexander Schneider, who took part in the first festival, will also appear. Vladimir Ashkenazi will play Mozart with Barenboim conducting. And the Schubert quintets, which were on the programme two years ago but did not materialize, will certainly be included in the festival. Jewish folklore and synagogal music will also be represented in the festival programme.

"We shall also have an operatic performance of the kind of Samson and Delilah with Zubin Mehta directing — but it is too early to announce what it will be," Mr. Barenboim said.

The musical programmes will be supplemented by a series of Chamber Orchestra performances in the Ein Hod amphitheatre, where the stress will be on Israeli composers.

Non-musical events in the forthcoming festival include the London Royal Ballet, a foreign theatre company, and Matityahu Shoham's masterful "Tyre and Jerusalem" which Habimah will finally have the means to stage.

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הנהלת החדש

Commercial bank controls tightened

Jerusalem Post Reporter

The Governor of the Bank of Israel has instructed the Controller of Banks immediately to issue orders tightening up controls over commercial banks.

This was announced yesterday by the Bank of Israel spokesman. The move follows the report of a special sub-committee set up by the Bank of Israel's Advisory Council following the transfer of the business of the Aguda: Israel Bank to Bank Leumi.

These measures require that a certain number of bank directors be residents of Israel, and convene at least once a month. A director absenting himself from board meetings over a period of a year, or who has no representative, will lose his seat on the board.

The Controller will insist on detailed reports on changes in board membership, in the management committee or in any alterations in board procedures. Foreign banks with Israeli branches must set out procedures whereby their local managers will report to their board head offices at least once a month.

The special sub-committee comprised Dr. Ernst Lehman, chairman of the Bank Leumi board, Mr. Zafman Suzayoff of the Manufacturers Association, and lawyer Eli Kirschen. Their recommendations were

discussed by the Bank of Israel Advisory Council and other executive bodies, which recommended to the Governor immediate adoption of all measures that could be implemented within existing legislation and the incorporation of the others in the banking law now being drafted.

The sub-committee recommended that the Controller of Banks be given the authority to limit loans that are unreasonably large, and urged special procedures for reporting to the Controller about loans by senior officials and board directors and for ensuring routine checks of credit files in all banks over a certain volume.

The committee recommended that bank boards must consider decisions concerning investments, big loans to clients, managers and senior officials, and must examine proposals for new appointments of senior officials.

It urged amending the law so as to prevent use of the bank moneys for the purchasing or shares by its owners. It also urged that the powers of the Governor of the Bank of Israel be augmented to enable him to take speedy action in cancelling a bank license or transfer of ownership. It recommended more extensive control over banks even if it involved more expense and manpower.



The Reverend Jose Abner Munoz Vega (right) presenting Sheba Hospital yesterday with a plaque thanking the hospital for its aid to the members of his Puerto Rican pilgrim group injured on the night of the Lod Airport massacre. Receiving the plaque, which is in the name of the people of Puerto Rico, is Sheba deputy director Dr. David Kreisler. (Israel Sun)

AFTER LOD MASSACRE

'More Puerto Ricans coming'

Jerusalem Post Reporter

TEL AVIV. — Far from deterring Puerto Ricans from coming on further pilgrimages to the Holy Land, the Lod Airport massacre, in which most of the victims were Puerto Rican pilgrims, has actually increased interest in and sympathy for Israel. Many Puerto Ricans are now planning to visit here, the leader of ill-fated pilgrim group, Mr. Jose Abner Munoz, said here yesterday.

Mr. Munoz, who organized the group of pilgrims and who was their spiritual leader, returned to Israel to give testimony at the Okamoto trial and will leave on Sunday. Yesterday he visited the Sheba, Asaf Harofe and Beilinson hospitals to thank the staff for their devoted treatment of the massacre victims.

At the Sheba Hospital the farewell was highly emotional, with Mr. Munoz embracing the deputy director, Dr. David Kreisler, as he handed him an olive wood plaque inscribed in Hebrew and Spanish.

Five of the Puerto Rican victims are still receiving treatment at Sheba Hospital. Three of them are bed-ridden and two are out-patients. Also still in hospital are three Israelis.

ing sufficient understanding of the Godik theatre's work. Habimah Theatre's artistic director, Shimon Finkel, has declared that "instead of pouring all that money into Edis de Philippe's lap, the Ministry could serve the country better by having aided the Godik theatre which pioneered the Hebrew musical."

It was learned yesterday that a movement is afoot among many actors, designers and other show business people to put on performances in aid of Mr. Godik. This unusual gesture, it was explained, indicates the gratitude of the people who had worked with and had been well treated by Mr. Godik.

Godik returning 'soon'

Jerusalem Post Reporter

TEL AVIV. — Giora Godik, the producer and impresario, is expected to return from abroad "in the near future," informed show business circles told *The Jerusalem Post* yesterday.

Apparently there has been contact between his family and his creditors to reassure them that he had gone abroad only to raise funds to extricate himself from his financial difficulties. He has a young son about to enter the army and his daughter is an air hostess.

It is also understood that the planned tour of "The Jubilee Singers" under his company's auspices is going ahead and that his creditors hope to settle their debts from the takings of this troupe's performances here.

The reaction of show business people has been generally sympathetic to Mr. Godik. Some of them blame the Education Ministry for not showing

ing sufficient understanding of the Godik theatre's work. Habimah Theatre's artistic director, Shimon Finkel, has declared that "instead of pouring all that money into Edis de Philippe's lap, the Ministry could serve the country better by having aided the Godik theatre which pioneered the Hebrew musical."

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Eat more frozen poultry, Knesset body urges

The Knesset Economic Committee yesterday urged that Israelis be encouraged to eat frozen chicken, by improving cold storage methods for poultry and by making the packaging and price more attractive.

Also recommended were the introduction of national kosher supervision and the establishment of "seasonal" quotas for poultry and turkey raisers so as to reduce the seasonal fluctuation of supply and prices.

The recommendations followed a comprehensive review of the industry in the wake of two motions for the agenda submitted by Messrs. Yigal Horowitz (State List) and Avraham Silberberg (Labour Alignment).

500 Technion students at 'summer school'

Jerusalem Post Reporter

HAIFA. — Over 500 Technion students, comprising 10 per cent of the school's undergraduates, are attending summer school during the present vacation under the new "credit" system, the Technion spokesman said yesterday.

Introduced last October, the credit system accords to each subject a certain number of points. A student must accumulate a given number of points in order to qualify for his final examinations. The system is based on the assumption that an average student can amass the required credits for his first academic degree in four years, but gifted and hard-working students will now be able to graduate in less time.

Mass transport Two get life for Tel Aviv for murder of 'Yoskai' recommended

TEL AVIV. — The Kashti Commission established nearly two months ago to study Tel Aviv's transportation problems, has unanimously recommended setting up a mass transport system for the city, to be completed within 10 years.

This was announced at a press conference here yesterday by Mr. Moshe Kashti, chairman of the commission. He did not specify whether an underground or surface system was envisaged, saying that this should be dealt with by a team of experts representing the Transport and Interior Ministries and the local authorities concerned.

The area under consideration extends from Peta'h Tikva in the east, Holon and Eilat Yam in the south and Herzliya in the north — embracing a population of 1.1 million today and 1.25 million in 10 years' time, Mr. Kashti said.

Mr. Kashti said that Transport Minister Shimon Peres told him yesterday that the recommendations would be studied shortly by the Cabinet or the Ministerial Economic Committee. (Itim)

TEL AVIV. — Two hired gunmen, Avraham Akrishevsky and Shimon Menahem, were sentenced by the District Court here yesterday to life imprisonment for the fatal shooting of Yosef ("Yoskai") Mizrahi in a parked car last January.

Mizrahi, who was fatally wounded, managed to name his killers before he died in hospital two days after the shooting. The killing was believed to have been in revenge for Mizrahi's part in the slaying of a reputed underworld figure, Ezra Shamtov Mizrahi, two years earlier.

The Court found that Akrishevsky had lured "Yoskai" Mizrahi to a meeting in a parked car in the Manshieh Quarter on the pretext of discussing a deal involving stolen dollars. Shimon Menahem suddenly appeared with a pistol and fired three shots at Mizrahi, one hitting him in the throat, and two in the chest.

The Court rejected Menahem's claim that the police had promised him immunity in return for becoming a State's witness, saying that the police were justified in cancelling the agreement after finding out that Menahem had falsely accused his partner of shooting Mizrahi. (Itim)

200 will return to the areas

RAMALLAH. — The military government yesterday approved the application of 200 persons seeking to return to the Ramallah and Tul-karm areas under the Family Reunification scheme. The returnees will come back over the Jordan bridges and via Lod Airport. Most of the applications were made over five months ago. (Itim)

Dayan sees oil pipe

Defence Minister Moshe Dayan yesterday visited the Eilat end of the Eilat-Ashkelon oil pipeline and went on board a tanker discharging oil into the pipe. (Itim)

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THE WEATHER

Locality	Yesterday's Min.-Max.	Today's Forecast
Jerusalem	15-24	17-23
Golan	15-24	17-23
Nahariya	15-24	17-23
Safed	15-24	17-23
Haifa	15-24	17-23
Tiberias	15-24	17-23
Nazareth	15-24	17-23
Galilee	15-24	17-23
Shomron	15-24	17-23
Tel Aviv	15-24	17-23
Lod	15-24	17-23
Jericho	15-24	17-23
Beerseba	15-24	17-23
Afula	15-24	17-23
Eilat	15-24	17-23
Tiran	15-24	17-23

ARRIVALS
Prof. Louis Gutman, Scientific Director of the Israel Institute of Applied Social Research and Professor of Social and Psychological Measurement at the Hebrew University of Jerusalem, after spending a sabbatical year at M.I.T. and Harvard in the U.S., will visit the Ministry of Education, Youth and Sports from a three-week tour of Cyprus, Italy and France.

DEPARTURES
The Deputy Minister of Tourism, Yehuda Shazri, to Europe and Latin America on Ministry business (by El Al).

TWO ROAD VICTIMS DIE

A road accident on Wednesday afternoon claimed the life of a Gaza boy, while the victim of an earlier accident died of his injuries yesterday.

The boy, nine-year-old Abed Rabi Esdur of Gaza's Sajfeh section, was hit by a truck at 4 p.m. while trying to cross the main highway at the northern entrance to Gaza. The driver of the truck, Hassan Halaf of Gaza, was held for questioning.

The second accident victim was Shimon Assian, 35, who died of the head injuries he sustained last weekend when a bus hit the tractor he was driving in the Sakhne park. Assian was treated first at Afula hospital and then moved to Beilinson Hospital in Peta'h Tikva, where he died before dawn yesterday.

YOUTH DROWNS IN DEAD SEA

The body of a Jerusalem youth who drowned in the Dead Sea, Raphael Sedaka, 17, was found yesterday on the shore near Ein Fashka. He had apparently swallowed a large amount of the salt water. The body was taken for autopsy. (Itim)

Labour approves funds proposal

Jerusalem Post Political Reporter

TEL AVIV. — The Labour Party yesterday endorsed the proposal that the country's political parties be financed by all taxpayers. The legislation is being proposed jointly by the Alignment, Gahal and the N.R.P.

A joint session of Labour's Knesset faction and the Leadership Bureau voted in favour of the amendment to the law for financing election expenses so as to combine existing arrangements with new clauses enabling the parties to obtain moneys from the State Treasury. Funds will be divided on the basis of election results.

Such legislation will empower the State Comptroller to examine the parties' books. Donations to parties from companies will not be allowed.



Mr. Ben-Aharon and Mikis Theodorakis clasp hands when the Greek composer visited the Histadrut Executive building in Tel Aviv yesterday. (Hats)

Israel workers want a free Greece: Ben-Aharon

Jerusalem Post Reporter

TEL AVIV. — "The workers of Israel are ready to do anything to free Greece from dictatorship to help you, Theodorakis," Mr. Yitzhak Ben-Aharon, the Histadrut Secretary General, told the Greek refugee composer who visited the Histadrut Executive yesterday. Mr. Theodorakis arrived Wednesday for a series of concerts in the Israel Festival, the first of which he gave in Jerusalem last night.

Mr. Ben-Aharon said: "One day

the rule of tyranny will be over, and the people of Greece, like the people of Israel, will be free and victorious, chanting Theodorakis' songs in the streets of their country."

Mr. Theodorakis said he knew the Histadrut head was a fighter for freedom against the Nazis in Greece when he (Theodorakis) was a boy risking his life to help British prisoners-of-war (whose ranks included Mr. Ben-Aharon). He regretted that "the Falta spirit" prevailed in Europe where the strong live at the expense of the weak.

Strikers decide to study Hebrew

UPPER NAZARETH. — Workers at Israel's development town's Ce De sweets factory, who have been on strike for three days, decided yesterday to make use of their new-found leisure to study Hebrew.

Most of the plant's 500 employees are immigrants who arrived in the last few years and still do not know Hebrew. So as of yesterday morning, while 30 men keep up the picket line at the plant the rest are either in Hebrew classes organized by the local Labour Council or resting at home. (Itim)

Police probe over exam irregularities

Jerusalem Post Reporter

Haifa police are questioning several senior students at the Bialik high school as well as other persons in connection with alleged irregularities during the matriculation (bagrut) examinations last month. This was learned from circles close to the Education Ministry here last night.

The persons involved are alleged to have smuggled questions out of classrooms during examinations and to have obtained correct answers from more knowledgeable accomplices stationed in or near the school.

FIVE HELD IN FATAL FEUDING

Police yesterday arrested five persons in connection with the death of a 70-year-old villager from the Hebron area in a melee between two families.

The victim, Abdullah Ismail Al-Basthi, of Kafa Beit Ulla, was struck on the head by a stone during the quarrel. The fight started when a member of the victim's family had complained to neighbours that their building a house "next to my window" was disturbing his rest.

SADAT

(Continued from Page One)

dally "La Soir" described Mrs. Meir's call as "a new manoeuvre posed by an able actress," while the English-language "Daily Star" said that "the sugar-coated words of Mrs. Meir form a thin veneer hiding ugly military expansionism."

President Sadat is expected to leave for Libya tomorrow for talks with Mu'ammer Gaddafi on a full merger between Libya and Egypt. Gaddafi made the proposal five months ago.

There seems to be opposition to the proposal in both Libya and Egypt where some leaders prefer to preserve the framework of the existing federation, which also includes Syria.

The Egyptians and the Libyans still appear to have differences over the Soviet presence in Egypt. Libya has been urging Cairo to insist on a total Russian pullout. But both Cairo and Moscow were this week apparently making efforts to maintain close relations despite the partial withdrawal by the Soviets.

Cairo's "Al-Ahram" said yesterday that Egyptian Speaker Hafez Badawi will lead a parliamentary delegation on a four-day visit to Moscow next Wednesday.

Bank robbery suspect held

TEL AVIV. — A suspect in the July 13 hold-up of a Bank Lim'acha branch in Tel Aviv was remanded yesterday for four days after being picked up on the basis of eye-witness descriptions. But the man, Aharon Keren, declared that he had an alibi and said "they're always picking me up and then freeing me again."

The police representative told Magistrate Arye Even Ari that the suspect matched the description two eye-witnesses had supplied of one of the armed men who removed IL45,000 from the Rehov Merkaz Ba'alai Hamelacha branch bank. He said the police planned to hold an identity parade. (Itim)

Gov't urged to cut costs of publicity, publications

Jerusalem Post Economic Correspondent

A technical board of seven members should be appointed to examine all publicity and informational projects planned by Government departments to make sure there is no overlapping and that money is not wasted. This recommendation was made by an official committee under Mr. Yitzhak Taub, of the Bank of Israel.

Its report points out that well over IL20m. is spent by Government agencies in this field annually. More material should be channelled instead to press and radio in the form of news items, for which no charge is made.

House journals are mostly printed with proper simplicity — but not always. The internal publication of Taas (Military Industries) is oversumptuous, in the committee's view. Technical journals, like court judgments and the Knesset proceedings, are sold cheaply and therefore at a loss, which means they are subsidized. Such subsidies are unnecessary, and the true price should be levied.

Periodicals sometimes overlap, e.g., "Monthly Survey," put out by the Chief Education Officer, and "Information Sheets," by the Information Centre. Another example is "Labour and Social Insurance," published by the Labour Ministry, and "Social Security," by the National Insurance Institute. These two could be merged into a single publication, which could also cover the subject-matter of a third one — "Employment Service News."

The popular magazine "Ba'mahane" is sold cheaply, because it is compulsory reading for career officers and civilian employees of the armed forces. The committee suggests charging enough to cover costs — and making the acquisition of this weekly optional.

Service films on television can be an important medium of information. The report cites a survey by the Central Bureau of Statistics, which reveals that every Sunday, 51.6 per cent of all televiewers keep the set on after the 10 o'clock news (when the service films are featured). On Tuesdays the proportion is 47.2 per cent.

TODAY'S POSTBAG

THE PHILIPPINE theatre group, which was due to perform in Israel next week, has cancelled its world tour and will stay in Manila. The subsidy which the state was to give the Peta group will now used to rehabilitate victims of the recent floods.

JERUSALEM JOGGERS and walkers are invited to meet at the Jaffa Gate at 8 a.m. on Monday for a double circuit of the Old City. Organizers of the event is visiting Montreal newspaper publisher Max Wollock, head of "Joggers International."

BANK LEUMI won a "Financial World" magazine award this year for the design of its annual report. It was the only Israeli firm among the winners.

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TIME

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